

Smoke-Free Colusa County Monthly

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JUULs and Youth

A new e-cigarette product called the JUUL hit the market two years ago. After their first introduction, JUULs quickly became popular. JUULs currently make up 30% of total e-cigarette sales.¹ Much like other e-cigarettes, the JUUL devices heat up a liquid cartridge to create a vapor. Each cartridge provides 200 puffs and contains a variety of



Image property of California Department of Public Health

different flavors.¹ Each cartridge also contains 59 milligrams per milliliter of nicotine, which is equal to the

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amount of nicotine found in an entire package of

cigarettes.¹ One distinguishing factor of these e-cigarettes is their small size -- they can fit in

Smoke-Free Colusa County Subcommittee

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The Smoke-Free Colusa County Subcommittee, part of Colusa County Partners for Health, aims to improve the health of Colusa County residents through education and promotion of a tobacco-free lifestyle.

Smoke-Free Air Everywhere



the palm of your hand and they resemble a USB flash drive.

An additional difference between the JUUL and other nicotine-containing e-cigarettes is the way that nicotine from JUULs is absorbed into the body. The liquid in JUULpods is designed with a salt-based nicotine absorption method, which delivers nicotine to the body and brain in a way very similar to traditional cigarettes.¹ These pods also come in flavors like mango, cool mint, fruit medley, and crème brulee, which can often be appealing to youth. Public

health advocates are concerned that the appealing JUULpod flavors, in combination with the highly addictive salt-based nicotine, will get youth hooked on tobacco products.

A recent CNN article included an account from a California high school student, which described students inhaling JUUL products in the back of the class then blowing the vapor, “into their backpacks..or into their sweater when the teacher isn’t looking.”²The odor that the JUUL vapor produces could also make it difficult for teachers to detect, as it is

subtle and could be mistaken for lotion.² Schools in some areas have banned USB flash drives on campus to avoid confusion between the new e-cigarette and the data storage devices.²

These new JUUL products are being labeled as a smoking alternative, but it is important to remember that the long-term health effects of heating and inhaling the chemical components of the vapor are unknown.¹ E-cigarettes are not an FDA-approved method of cessation. A list of FDA-approved cessation products can be found on their website or by clicking the link [here](#).

Health Groups File Suit to Expedite FDA Review of E-Cigarettes, Cigars

Delay in Product Reviews Violates Law and Keeps Kid-Friendly Tobacco Products on the Market for Years, Lawsuit Asserts

Press Release 3/27/18 from Truth Initiative at www.truthinitiative.org

WASHINGTON, D.C. – Seven public health and medical groups, and several individual pediatricians, filed suit today in federal court in Maryland challenging a U.S. Food and Drug

Administration (FDA) decision that allows electronic cigarettes and cigars – including candy-flavored products that appeal to kids – to stay on the market for years

without being reviewed by the agency.

The lawsuit was filed by the American Academy of Pediatrics and its Maryland chapter, American Cancer

Society Cancer Action Network, American Heart Association, American Lung Association, Campaign for Tobacco-Free Kids, Truth Initiative and five individual pediatricians.

Although the groups strongly support the FDA's new efforts to reduce nicotine levels in cigarettes to minimally or non-addictive levels, they also believe that the FDA's August 2017 decision to exempt e-cigarettes and cigars from agency review for years to come is unlawful and harms public health.

The lawsuit contends that the FDA's decision leaves on the market tobacco products that appeal to kids, deprives the FDA and the public of critical information about the health impact of products already on the market, and relieves manufacturers of the burden to produce scientific evidence that their products have a public health benefit.

The FDA's decision to delay product reviews leaves young people more vulnerable to kid-friendly e-cigarettes and cigars that may lead to a lifetime of tobacco addiction. FDA review "should remove from the commercial

marketplace those tobacco products that pose the greatest health risks, particularly those targeted at children and teenagers," according to the lawsuit. In addition, the FDA's decision "will hinder the development of the science needed to understand, and to educate the public about, which products actually do promote smoking cessation and how they can be marketed without exposing young people to unnecessary risk."

The need for the FDA to review e-cigarettes now on the market has been underscored by the recent surge in popularity of JUUL, which has become the best-selling e-cigarette brand and is reported to be widely used by teens. JUUL e-cigarettes look like USB flash drives; they are sold in flavors including mango, crème brulee and fruit medley; and the manufacturer claims that each JUUL cartridge contains as much nicotine as a pack of cigarettes. According to widespread news stories, reports from educators and documented social media posts, JUUL e-cigarettes have become very popular among high school and college

students (see reports by [The Boston Globe](#), [Pittsburgh Post-Gazette](#), [NPR](#) and [WJLA TV](#) in Washington, DC). Despite these reports, the FDA has taken no action regarding JUUL.

The FDA in August 2016 implemented a new rule (known as the "deeming rule") extending its jurisdiction to e-cigarettes, cigars and other previously unregulated tobacco products. However, in August 2017, the FDA delayed a key provision of the rule that required manufacturers of products then on the market to provide critical information to the FDA about each product and undergo an FDA review of the product's impact on public health, including whether it appeals to kids. The FDA delayed the deadline for filing applications until August 2021 for cigars and other newly-regulated combustible products and until August 2022 for e-cigarettes. The FDA has also said that these products will remain on the market indefinitely during the review process and did not set a deadline for completing its review.

The health groups' lawsuit contends that the FDA's lengthy delay of product review deadlines exceeds the agency's authority under the Family Smoking Prevention and Tobacco Control Act (the 2009 law that established FDA oversight of tobacco products). It also contends that the FDA's decision violates the Administrative Procedure Act because the FDA did not give the public an opportunity to comment on the change and did not articulate an adequate factual basis for this radical change from the deadlines the FDA itself established in the deeming rule.

The FDA "offered no meaningful justification for ripping a hole in the statutory framework by exempting, for more than half a decade, newly deemed products from premarket review – review FDA previously described as 'central' to the regulatory scheme Congress enacted for tobacco products," the lawsuit states.

The lawsuit raises particular concerns about tobacco products that are popular among kids. Numerous government surveys show

that e-cigarettes have become the most commonly used tobacco product among youth, surpassing traditional cigarettes. The 2016 National Youth Tobacco Survey found 11.3 percent of high school students use e-cigarettes, compared to 8 percent who use regular cigarettes. In addition, high school boys smoke cigars at a slightly higher rate than cigarettes. Both e-cigarettes and cigars are sold in a [wide array of candy and other flavors](#), such as gummy bear, cotton candy and chocolate.

[A 2016 Surgeon General's report](#) concluded that youth use of nicotine in any form, including e-cigarettes, is unsafe, can cause addiction and can harm the developing adolescent brain. [A January 2018 report by the National Academies of Sciences, Engineering and Medicine](#) concluded, "There is substantial evidence that e-cigarette use increases risk of ever using combustible tobacco cigarettes among youth and young adults."

The public health groups are being represented on a pro bono basis by the law firm of WilmerHale, lawyers at

Democracy Forward Foundation and the legal staff of the Campaign for Tobacco-Free Kids.

Today's filing was made in the U.S. District Court for the District of Maryland.

Upcoming Events

- **May 17th 12:00-2:00 Colusa County Health/Wellness Coalition Meeting (Location TBD)** – Join Colusa County community members as we begin to develop a county-wide health/wellness coalition! Lunch provided.

For more information or to R.S.V.P to the above event, please contact the Colusa County Tobacco Education Program at TEP@ColusaDHHS.org or 530-458-0380.

Resources

Interested in a meeting or community presentation to learn more about secondhand smoke, thirdhand smoke, tobacco marketing towards youth, or the Colusa County Tobacco Education Program? Contact us directly to schedule an appointment:

[Colusa County Tobacco Education Program](http://www.colusa.org/tobaccoeducation)

Contact: Amanda Pitts, Project Director

Phone: (530) 458-0380

<http://www.countyofcolusa.org/tobaccoeducation>

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Interested in quitting smoking?



<https://www.nobutts.org/>

1. "Why Should I Be Worried About JUULs?" JUUL 101 | Tobacco Prevention Toolkit | Stanford Medicine, Stanford School of Medicine, med.stanford.edu/tobaccopreventiontoolkit/E-Cigs/ECigUnit6.html

2. Ibarra, Ana B. "Juul e-Cigarettes and Teens: 'Health Problem of the Decade'?" CNN Health, 15 Mar. 2018, www.cnn.com/2018/03/15/health/juul-e-cigarette-partner/index.html.